Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

V. IBERIA

CANARY ISLANDS

PORTUGAL

SPAIN

2500085062

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANARY ISLANDS

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,863	4,072	4,571	3,896	3,839
OF WHICH LOCAL MANUFACTURE:	2,220	2,182	2,344	2,234	2,993
IMPORTED FROM 1) U.S.A.	1,086	1,287	1,621	1,150	370
2) ENGLAND	368	417	389	333	311
3) GERMANY	147	146	147	134	128
4) OTHERS	42	40	70	45	37
POPULATION TOTAL (MILLIONS)	1.394	1.414	1.429	1.444	1.458
PER CAPITA CONSUMPTION	2,741	2,880	3,196	2,696	2,597
POPULATION OVER 15 YR OF AGE (MILLIONS)	0.931	0.942	0.955	0.969	0.983
PER CAPITA OVER 15 YRS	4,149	4,323	4,786	4,020	3,905
NUMBER OF TOURISTS (MILLIONS)	2.9	2.8	2.5	2.8	2.9
SMOKER INCIDENCE					
% OF TOTAL POPULATION	37.2	37.1	37.2	37.1	37.1
% OF FEMALE POPULATION	20.2	21.0	21.4	23.5	23.9
% OF MALE POPULATION	55.0	54.1	53.4	52.1	51.7
COMPANY SHARES					
1) C.I.T.A.	37.8	36.7	34.6	37.2	32.8
2) R.J. REYNOLDS	21.7	24.6	29.5	23.7	23.1
3) PHILIP MORRIS (2)	5.0	5.4	5.0	7.0	9.5
4) TABACANARIA			11.9	12.1	14.3
5) B.A.T.	5.6	6.2	6.5	6.7	7.0
6) E. FUENTES	11.2	10.0			
7) T.E.I.	6.0	6.5	4.6	5.0	4.4
8) REGENTA	3.9	3.6	3.3	3.6	3.9
9) OTHERS	8.8	7.1	4.5	4.7	5.1

(1) Including local & tourist consumption
(2) Philip Morris & Liggett & Myers from 1979

2500085063

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(CANARY ISLANDS)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) CORONAS	C.I.T.A	C.I.T.A.	33.2	31.8	28.0	32.9	28.5
2) WINSTON	R.J.R.	R.J.R.	20.4	23.5	29.0	21.4	20.8
3) MARLBORO	P. MORRIS	P. MORRIS	2.4	2.5	4.0	3.1	4.4
4) KRUGER	TABACANARIA	E. FUENTES	5.5	6.2	6.7	8.9	11.7
5) ROTHMANS	T.E.I.	ROTHMANS	2.8	4.3	3.3	3.2	2.7
6) SWING	P. MORRIS	P. MORRIS	0.1	0.1	0.1	1.9	3.1
7) MECANICOS	J. DOS SANTOS	REGENTA	3.8	3.7	3.3	3.6	3.9
8) CONDAL	TABACANARIA	E. FUENTES	4.3	3.5	4.3	3.1	2.0
9) RECORD	C.I.T.A.	C.I.T.A.	3.5	3.2	4.0	3.1	3.2
10) BENSON	B.A.T.	B & H	2.3	2.6	2.3	2.5	2.6
11) CAMEL	R.J.R.	R.J.R.	0.8	0.4	0.7	1.7	1.7
12) LARK	P. MORRIS	P. MORRIS	1.6	2.0	0.8	1.2	1.3
13) PROGRESO	PROGRESO	CORREA	1.5	0.9	1.1	0.8	1.2
14) XXX	C.I.T.A.	C.I.T.A.	2.0	1.8	1.4	1.2	1.2
15) DUNHILL	T.E.I.	DUNHILL	1.7	1.1	0.7	0.8	0.7
16) OTHERS BLACK & BLOND			14.1	12.4	10.3	10.6	10.9
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			92.7	92.7	92.8	92.9	92.8
FILTER MENTHOL			0.6	0.7	0.7	0.7	0.8
NON-FILTER			6.7	6.6	6.5	6.4	6.4
PRICE SEGMENTATION % (ACTUAL PRICES)*							
PREMIUM (1)	0.63 - 0.70$	(per 20's Pack in US$)	42.4	46.1	48.1	42.7	3.7
HIGH (2)	0.50 - 0.58$	" "					36.2
MEDIUM-HIGH	0.35 0 0.39$	" "				0.3	0.9
MEDIUM	0.27 $	" "	0.6	0.4	0.5	2.6	3.8
MEDIUM LOW	0.25 - 0.28$	" "	51.2	48.6	46.2	49.1	50.0
LOW	0.14 - 0.18$	" "	5.8	4.9	5.2	5.3	5.4

*CHANGE: US $ = 128 Pts.
(1) 1978 - 1981 ALL IMPORTED BLOND BRANDS
FROM 1982 ONWARDS, BLOND IMPORTED OVER 85m/m
(2) FROM 1982 onwards, blond imported brands upto 85 m/m AND
INTERNATIONAL BRANDS LOCALLY MANUFACTURED

2500085064
Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(CANARY ISLANDS)	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION %					
LOW	2.6	2.8	3.1	3.4	6.4
HIGH/FULL FLAVOR	97.4	97.2	96.9	96.6	93.6
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	29.6	31.5	36.6	34.2	37.9
VIRGINIA	13.0	14.7	11.8	11.1	9.6
BLACK	57.4	53.8	51.6	54.7	52.5
LENGTH SEGMENTATION %					
70 MM AND SHORTER	6.9	6.8	6.9	6.8	6.9
80 mm to 85 MM	88.2	88.8	88.9	89.1	89.4
95 MM TO 99 MM	1.9	1.8	1.7	1.5	1.5
100 MM	2.4	2.2	2.1	2.3	1.7
OVER 100 MM	0.6	0.4	0.4	0.3	0.5
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	0.3	0.3	0.2	0.4	0.1
11 to 15 CIGTS/PACK	3.6	3.5	3.4	3.7	4.0
16 TO 19 CIGTS/PACK	1.4	1.3	1.1	0.8	1.2
20 CIGTS/PACK	94.6	94.8	95.2	95.0	94.7
25 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
OVER 30 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %					
SOFT PACK	63.4	63.8	62.0	62.4	61.9
FLIP TOP BOX	34.3	34.2	35.6	36.0	36.5
SLIDE AND SHELL	0.4	0.2	0.7	0.1	0.1
PRINCESS PACK	1.9	1.8	1.7	1.5	1.5
OTHER (TIN)	0.1	0.1	0.1	0.1	0.1

2500085065

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(CANARY ISLANDS)	1978	1979	1980	1981	1982
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085066

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PORTUGAL

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	12,577	12,360	12,363	12,941	13,500
OF WHICH LOCAL MANUFACTURE:	12,537	12,310	12,338	12,920	13,195
IMPORTED FROM 1) AZORES AND MADEIRA ISLANDS	N.A.	18	15	6	125.3
2) FRANCE	N.A.	6	10	10	13.0
3) AUSTRIA	N.A.	---	---	5	2.0
4) SPAIN	N.A.	---	---	---	(*)91.2
5) OTHERS	40(1)	26(1)	N.A.	N.A.	N.A.
POPULATION TOTAL (MILLIONS) ONLY CONTINENT	9.2	9.3	9.5	9.5	9.6
PER CAPITA CONSUMPTION	1,367	1,329	1,302	1,363	1,406
POPULATION OVER 15 YR OF AGE (MILLIONS)	6.7	6.8	6.8	6.9	6.9
PER CAPITA OVER 15 YRS	1,877	1,818	1,819	1,876	1,956
SMOKER INCIDENCE					
% OF TOTAL POPULATION	N.A.	N.A.	N.A.	25.4	N.A.
% OF FEMALE POPULATION	N.A.	N.A.	N.A.	6.1	N.A.
% OF MALE POPULATION	N.A.	N.A.	N.A.	44.7	N.A.
COMPANY SHARES					
1) TABAQUEIRA	99.7	99.6	99.8	99.8	98.3
2) AZORES & MADEIRA ISLANDS	N.A.	0.2	0.1	0.1	0.9
3) SEITA	N.A.	0.1	0.1	0.1	0.1
4) AUSTRIATABAKWERKE	N.A.	---	---	0.1	0.1
5) T.S.A.	N.A.	---	---	---	0.7
6) OTHERS	0.3	0.2	N.A.	N.A.	N.A.

(1) Fuente INE Portugues

2500085067

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(PORTUGAL)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) SG	TABAQUEIRA	TABAQUEIRA	58.1	63.0	66.8	63.9	64.6
2) PORTUGUES SUAVE	TABAQUEIRA	TABAQUEIRA	10.2	8.0	8.5	14.0	14.8
3) RITZ	TABAQUEIRA	TABAQUEIRA	8.3	7.0	5.8	5.6	4.8
4) KENTUCKY	TABAQUEIRA	TABAQUEIRA	3.7	5.0	5.3	5.1	4.5
5) PROVISORIOS	TABAQUEIRA	TABAQUEIRA	3.4	2.9	2.7	1.9	1.9
6) PORTO	TABAQUEIRA	TABAQUEIRA	3.4	2.8	2.2	2.3	1.9
7) DEFINITIVOS	TABAQUEIRA	TABAQUEIRA	2.5	2.3	2.2	2.2	1.9
8) 20-20-20	TABAQUEIRA	TABAQUEIRA	1.8	1.6	1.1	0.8	0.8
9) KART	TABAQUEIRA	TABAQUEIRA	2.0	1.6	0.9	0.1	---
10) PARIS	TABAQUEIRA	TABAQUEIRA	1.6	1.3	0.9	0.6	0.8
11) MARLBORO	P. MORRIS	TABAQUEIRA	---	---	0.3	0.7	0.8
12) CAMEL	REYNOLDS	TABAQUEIRA	---	---	0.2	0.2	0.3
13) WINSTON	REYNOLDS	TABAQUEIRA	---	---	0.1	0.2	0.2
14) CHAMPAGNE	MONOPOLY HOLDING	TABAQUEIRA	---	---	---	0.1	0.1
15) GAULOISES	SEITA	TABAQUEIRA	N.A.	0.1	0.1	0.1	0.1
16) OTHERS			5.0	4.5	3.0	2.3	2.6
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			76.6	78.8	81.2	83.6	84.1
FILTER MENTHOL			0.1	0.1	0.1	0.3	0.1
NON-FILTER			23.3	21.1	18.7	16.1	15.8
PRICE SEGMENTATION %							
PREMIUM			N.A.	0.1	0.6	1.2	2.0
HIGH			N.A.	0.1	0.1	0.4	1.1
MEDIUM			90.3	89.7	89.1	89.2	88.6
LOW			6.0	5.3	5.0	4.1	3.9
ECONOMY			3.7	5.0	5.3	5.1	4.4
TAR & NICOTINE SEGMENTATION %							
MEDIUM			---	---	2.0	8.6	9.8
HIGH/FULL FLAVOR			100	100	98.0	91.4	90.2

2500085068

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(PORTUGAL)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION					
BLOND: AMERICAN	59.4	64.0	68.1	65.9	66.4
LOCAL	10.5	11.1	10.7	9.6	9.1
BLACK	0.3	0.5	0.3	0.3	0.1
OTHERS (EUROPEAN)	29.8	24.4	20.9	24.2	24.5
LENGTH SEGMENTATION %					
70 MM AND SHORTER	74.0	73.6	72.1	61.4	57.0
71 MM TO 79 MM	----	----	----	----	----
80 MM to 85 MM	26.0	26.4	27.9	38.6	43.0
86 MM TO 94 MM	----	0.1	0.1	0.1	0.1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	3.7	5.0	5.3	5.1	4.5
20 CIGTS/PACK	90.3	89.8	89.8	90.8	91.8
21 TO 24 CIGTS/PACK	6.0	5.2	4.9	4.1	3.7
PACK TYPE SEGMENTATION %					
SOFT PACK	100	100	98.2	96.8	96.0
FLIP TOP BOX	----	----	1.7	3.1	3.9
SHOULDER PACK	----	0.1	0.1	0.1	0.1
PRINCESS PACK	----	----	0.1	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	2	2
B) RADIO	1	1	1	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
	1	1	1	1	1

2500085069

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(PORTUGAL)

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:		NO	NO	NO	NO	NO
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING					

CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	11.0(1)	9.0(1)	10.9(1)	8.3(1)	N.A.
PIPE TOBACCO (THOUSAND KILOS)	16.8(2)	23.4(2)	13.7(2)	14.5(2)	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	173.7(3)	185.6(3)	155.4(3)	132.2(3)	N.A.

(1) Imports. There is no local fabrication. Data INE Portugal.
(2) Local fabrication and imports. Data Tabaqueira and INE Portugal.
(3) Local fabrication. Data Tabaqueira

2500085070

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SPAIN (MONOPOLY'S AREA)

		1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)		63,490.0	70,397.0	70,367.0	64,230.0	68,705.6
OF WHICH LOCAL MANUFACTURE:		60,492.0	66,963.7	67,570.6	63,471.0	67,957.6
IMPORTED FROM 1) U.S.A.		2,725.6	3,097.4	2,507.8	495.1	517.1
2) U.K.		234.1	267.5	219.5	200.1	171.8
3) GERMANY		22.2	43.9	42.9	33.6	35.2
4) OTHERS		16.1	24.5	26.2	30.2	23.9
POPULATION TOTAL (MILLIONS)		35.4	35.6	35.8	36.1	36.3
PER CAPITA CONSUMPTION		1795	1977	1963	1780	1891
POPULATION OVER 15 YR OF AGE (MILLIONS)		25.6	25.9	26.2	26.4	26.7
PER CAPITA OVER 15 YRS		2481	2719	2689	2429	2572
SMOKER INCIDENCE						
% OF TOTAL POPULATION		38.2	38.2	38.2	38.8	39.6
% OF FEMALE POPULATION		19.3	19.3	19.3	21.2	25.6
% OF MALE POPULATION		58.2	58.2	58.2	57.7	54.7
COMPANY SHARES						
1) TABACALERA, S.A.	(T.S.A.)	63.7	63.2	68.8	71.8	72.4
2) PHILIP MORRIS	(P.M.)	7.4	7.8	9.3	8.8	9.1
3) R.J. REYNOLDS	(R.J.R.)	3.7	4.6	4.6	4.6	6.8
4) C.I.T.A.	(C.I.T.A.)	11.4	11.5	10.0	7.1	5.1
5) TABACANARIA	(T.B.C.)	----	----	10.0	6.6	4.9
6) B.A.T.	(B.A.T.)	0.3	0.4	0.4	0.3	0.8
7) OTHERS		13.5	12.5	3.1	0.8	0.9

2500085071

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(SPAIN)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) DUCADOS	T.S.A	T.S.A.	34.1	36.8	39.3	39.7	36.4
2) FORTUNA	T.S.A.	T.S.A./P.M.	10.1	13.2	17.3	22.0	23.6
3) CELTAS	T.S.A.	T.S.A	14.4	11.5	10.1	10.2	8.7
4) WINSTON	R.J.R.	T.S.A./R.J.R.	2.6	3.0	3.7	4.0	6.1
5) REX	C.I.T.A.	C.I.T.A	8.1	7.9	7.1	5.0	3.7
6) BONCALO	T.S.A	T.S.A			0.2	1.0	2.5
7) NOBEL	T.S.A.	P.M.				1.2	2.4
8) HABANOS	T.S.A	T.S.A	4.3	1.3	0.2		1.7
9) SOMBRA	T.S.A	T.S.A	2.8	2.6	2.4	1.8	1.6
10) CONDAL	T.B.C	T.B.C.	0.7	1.6	1.6	1.3	1.3
11) "46"	T.B.C	T.B.C	3.1	3.2	3.0	1.9	1.3
12) RECORD	C.I.T.A	C.I.T.A.	3.0	3.3	2.6	1.8	1.2
13) MARLBORO	P.M.	P.M./T.S.A.	0.5	0.4	0.6	0.6	1.2
14) KAISER	T.B.C.	T.B.C.	1.9	2.3	2.1	1.5	1.2
15) BISONTE	T.S.A.	T.S.A.	0.8	0.6	0.6	0.6	0.5
16) OTHERS			13.6	12.3	9.2	7.4	6.6
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			91.3	92.7	93.3	93.1	94.2
FILTER MENTHOL			0.8	0.7	0.7	0.7	0.6
NON-FILTER			7.9	6.6	6.0	6.2	5.2
PRICE SEGMENTATION % (ACTUAL PRICES)*							
PREMIUM ($0.98 to $1.5) (per 20's Pack in US$)			-----	----	2.0	1.0	1.1
HIGH ($0.85)			4.7	4.8	3.0	4.6	7.5
MEDIUM - HIGH ($0.42 TO $0.66)			10.1	14.1	17.8	23.7	27.2
MEDIUM ($0.29 TO $0.39)			8.4	5.8	5.2	5.5	7.4
MEDIUM - LOW ($0.25)			61.7	63.3	61.9	54.4	48.0
LOW ($0.14 TO $0.21)			15.1	11.9	10.1	10.7	8.8

* Change: 1 US $ = 128 Pts.

2500085072

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(SPAIN)	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION %					
LOW 1. mg. NICOTINE 16 mg. TAR	0.9	1.9	1.8	3.4	6.0
HIGH/FULL FLAVOR 1 mg. NICOTINE, 16 mg. TAR	91.9	98.1	98.2	96.6	94.0
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	17.2	20.7	24.9	31.1	37.1
VIRGINIA	0.4	0.3	0.3	0.3	0.2
BLACK	82.3	78.7	74.5	68.4	62.6
OTHER (EUROPEAN BLEND)	0.1	0.3	0.3	0.2	0.1
LENGTH SEGMENTATION %					
70 MM AND SHORTER	6.4	5.4	4.7	4.9	4.2
80 MM TO 85 MM	92.6	93.2	93.9	93.9	94.6
95 MM TO 99 MM	0.1	0.2	0.4	0.4	0.4
100 MM	0.9	1.2	1.0	0.8	0.8
PACK COUNT SEGMENTATION %					
11 to 15 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
16 TO 19 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
20 CIGTS/PACK	99.9	99.9	99.9	99.9	99.9
OVER 30 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %					
SOFT PACK	93.3.	92.1	91.7	91.0	87.9
FLIP TOP BOX	6.6	7.7	7.9	8.6	11.7
PRINCESS PACK	0.1	0.2	0.4	0.4	0.4
OTHER (CAN CIGARETTES)	0.1	0.1	0.1	0.1	0.1

2500085073

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(SPAIN)	1978	1979	1980	1981	1982
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO(3)
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	856.6	891.6	903.8	915.7	888.9
PIPE TOBACCO (THOUSAND KILOS)	108.3	129.7	147.8	140.8	128.0
ROLL YOUR OWN (THOUSAND KILOS)	686.2	624.7	659.8	587.6	511.6

(1) Only for new entries
(2) Only for LTN brands
(3) From April 15th. 1983 onwards

2500085074

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

2500085075

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

VI. LATIN AMERICA

ARGENTINA

BOLIVIA

BRAZIL

CHILE

COLOMBIA

COSTA RICA

DOMINICAN REPUBLIC

ECUADOR

EL SALVADOR

GUATEMALA

MEXICO

PANAMA

PUERTO RICO

URUGUAY

VENEZUELA

25000850?6

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ARGENTINA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	36.5	38.2	39.2	35.7	32.8
OF WHICH LOCAL MANUFACTURE:	36.5	38.2	38.8	35.3	32.8
IMPORTED FROM 1) PHILIP MORRIS		0.1	0.2	0.3	
2) B.A.T.			0.2	0.1	
POPULATION TOTAL (MILLIONS)	26.9	27.4	27.9	28.4	28.9
PER CAPITA CONSUMPTION	1,357	1,394	1,405	1,257	1,135
POPULATION OVER 15 YR OF AGE (MILLIONS)	18.7	19.1	19.4	19.8	20.1
PER CAPITA OVER 15 YRS	1,952	2,000	2,021	1,803	1,632
SMOKER INCIDENCE					
% OF TOTAL POPULATION	34	39	37	38	37
% OF FEMALE POPULATION	47	47	46	48	49
% OF MALE POPULATION	22	25	28	29	27
COMPANY SHARES					
1) NOBLEZA-PICCARDO (BAT)	61.2	61.6	57.9	56.8	57.7
2) MASSALIN PARTICULARES (PM) (REEMTSMA)	38.8	38.4	42.1	43.2	42.3

2500085077

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(ARGENTINA)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) JOCKEY CLUB	BAT	NOB-PICC	38.5	36.5	37.3	34.8	34.1
2) 43/70	BAT	NOB-PICC	9.7	10.1	10.1	11.5	11.6
3) CHESTERFIELD	PMI	MASS-PART				4.2	9.1
4) COLORADO	PMI	MASS-PART	10.7	9.6	8.6	7.1	7.4
5) L & M	PMI	MASS-PART	5.4	5.5	5.5	6.2	5.5
6) PARTICULARES	MTP ART.	MASS-PART	8.1	7.0	6.7	4.6	4.3
7) MARLBORO	PMI	MASS-PART	1.1	3.3	6.9	6.7	4.1
8) IMPARCIALES	MTIMPAR.	MASS-PART	4.2	4.3	4.1	3.5	3.7
9) PARISIENNES	SEITA FRANC.	NOB-PICC	1.9	2.1	2.1	2.4	2.8
10) COLT	BAT	NOB-NICC	2.3	2.9	2.9	3.0	2.8
11) PARLIAMENT	PMI	MASS-PART	5.7	4.8	3.9	3.2	2.4
12) CAMEL	R.J. REYNOLDS	NOB-PICC	---	---	---	0.7	2.0
13) LE MANS	MTIMPARC.	NOB-PICC	3.3	3.2	2.0	1.7	1.6
14) DORADOS	PMI	MASS-PART	---	---	0.9	1.9	1.4
15) PALL MALL	BAT	NOB-PICC	1.4	1.2	1.2	1.2	1.1
16) OTHERS			7.7	9.5	7.8	7.3	6.1
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			99.1	99.3	99.4	99.7	99.9
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1
NON-FILTER			0.8	0.6	0.5	0.2	
PRICE SEGMENTATION %							
PREMIUM	U$S 0.89 plus		1.5	1.4	1.3	0.9	0.7
HIGH	U$S 0.85 to 0.88		3.6	3.0	2.2	1.9	1.5
MEDIUM	U$S 0.66 to 0.84		8.4	10.3	14.0	13.8	11.5
LOW	U$S 0.55 to 0.65		66.9	65.1	63.8	63.2	67.4
ECONOMY	U$S - 0.54		19.6	20.2	18.7	20.2	18.9
TAR & NICOTINE SEGMENTATION %		NICOTINE TAR					
LOW	"	" -0.7	-11.0	0.4	2.2	2.1	2.1	1.7
MEDIUM	"	" 0.71-0.90	11.1-16	4.2	7.6	8.5	8.4	9.1
HIGH/FULL FLAVOR		" +0.91	+16.1	95.4	91.2	89.4	89.5	89.2

2500085078

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(ARGENTINA)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND:	74.0	74.7	75.6	75.2	75.4
MIXED	16.4	17.1	17.5	19.4	19.6
BLACK	9.6	8.2	6.9	5.4	5.0
LENGTH SEGMENTATION %					
70 MM AND SHORTER	0.8	0.6	0.5	0.2	0.7
80 MM TO 85 MM	73.2	74.9	75.6	76.1	75.9
100 MM	25.4	23.8	23.3	23.2	24.0
OVER 100 MM	0.6	0.7	0.6	0.5	0.4
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	---	0.5	0.7	0.9	5.2
20 CIGTS/PACK	100	99.5	99.3	99.1	94.8
PACK TYPE SEGMENTATION %					
SOFT PACK	100	99.4	97.6	97.6	97.9
FLIP TOP BOX	---	0.6	2.4	2.4	2.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

2500085079

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(ARGENTINA)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
ROLL YOUR OWN (THOUSAND KILOS)	N.A.	N.A.	1.894	2.360	N.A.

2500085080

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BOLIVIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.3	1.3	1.3	1.2	0.6
OF WHICH LOCAL MANUFACTURE					
POPULATION TOTAL (MILLIONS)	5.1	5.3	5.4	5.6	5.7
PER CAPITA CONSUMPTION	255	245	241	214	105
POPULATION OVER 15 YR OF AGE (MILLIONS)	3.0	3.1	3.2	3.3	3.3
PER CAPITA OVER 15 YRS	433	419	406	364	182
COMPANY SHARES					
1) COMPANIA INDUSTRIAL DE TABACOS	76.5	76.5	80.5	76.2	75.6
2) BOLIVIA AMERICAN TOBACCO	23.5	23.5	19.5	23.8	24.4
BRAND FAMILY SHARES %					
BRAND NAME / TRADEMARK OWNERSHIP / MANUFACTURER					
1) L & M — CITSA	39.7	42.2	47.4	53.2	38.4
2) ASTORIA — CITSA	23.9	22.3	20.8	18.8	23.8
3) CASINO — CITSA	1.0	1.3	1.6	1.8	11.5
4) COLORADO — BATCO	15.4	15.7	12.5	9.7	6.7
5) DERBY — CITSA	8.1	6.8	6.2	4.2	6.4
6) CAMBA — CITSA	2.7	3.3	3.9	3.2	4.5
7) BIG BEN — BATCO	2.0	3.0	3.3	2.9	3.4
8) MARLBORO — BATCO	1.2	1.9	2.4	4.1	2.4
9) OTHERS	6.0	3.5	1.9	2.1	2.9

2500085081

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(BOLIVIA)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	75.0	76.8	78.5	80.5	75.6
FILTER MENTHOL	0.1	0.1	---	---	---
NON-FILTER	24.9	23.1	21.5	19.5	24.4
PRICE SEGMENTATION %					
PREMIUM	1.2	1.9	2.4	4.1	2.4
HIGH	39.7	42.2	47.4	53.2	38.4
MEDIUM	17.1	15.7	16.3	13.1	10.7
LOW	42.0	40.2	33.9	29.6	48.5
TAR & NICOTINE SEGMENTATION %					
HIGH/FULL FLAVOR	100.00	100.00	100.00	100.00	100.00
TOBACCO TYPE SEGMENTATION %					
BLOND	72.1	73.1	73.7	76.2	60.1
BLACK	27.9	26.9	26.3	23.8	39.9
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	0.3	0.1	0.1	0.1	0.3
20 CIGTS/PACK	99.7	99.9	99.9	99.9	99.7
PACK TYPE SEGMENTATION %					
SOFT PACK	100.00	100.00	100.00	100.00	100.00
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

2500085082

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(BOLIVIA)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	YES	YES	YES
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085083

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BRAZIL

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)					
OF WHICH LOCAL MANUFACTURE:	136.5	136.9	142.3	134.4	131.7
POPULATION TOTAL (MILLIONS)	112.9	115.7	119.1	122.1	125.3
PER CAPITA CONSUMPTION	1209	1183	1195	1101	1051
POPULATION OVER 15 YR OF AGE (MILLIONS)	69.8	71.9	74.1	76.2	78.3
PER CAPITA OVER 15 YRS	1956	1904	1920	1764	1681
SMOKER INCIDENCE					
% OF TOTAL POPULATION	42.0	40.0	40.0	37.4	37.0
% OF FEMALE POPULATION	31.0	30.0	30.0	27.9	27.6
% OF MALE POPULATION	55.0	52.0	51.0	47.6	47.1
COMPANY SHARES					
1) P.M.	6.4	7.4	7.7	8.3	8.2
2) B.A.T.	83.9	82.7	82.7	80.4	80.8
3) R.J.R.	8.7	8.8	8.2	9.3	8.9
OTHERS	1.0	1.1	1.4	2.0	2.1

2500085084

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(BRAZIL)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) HOLLYWOOD	C.C.S.C.	B.A.T.	22.6	25.0	29.5	28.5	28.8
2) ARIZONA	C.C.S.C.	B.A.T.	16.4	17.6	16.9	16.1	13.1
3) CONTINENTAL	C.C.S.C.	B.A.T.	16.8	15.8	15.2	14.1	12.7
4) MINISTER	C.C.S.C.	B.A.T.	17.5	14.2	10.5	10.2	8.7
5) PLAZA	C.C.S.C.	B.A.T.	---	---	---	0.4	6.3
6) RIVER	R.J.R	R.J.R.	1.0	2.1	2.4	3.3	3.6
7) CARLTON	B.A.T.	B.A.T.	2.3	2.6	3.1	4.0	3.4
8) MONTEREY	P.M.B.	P.M.	2.1	2.6	2.9	3.2	2.4
9) GALAXY	P.M.I.	P.M.	0.8	1.4	1.9	2.3	2.3
10) VILA RICA	R.J.R.	R.J.R.	1.9	2.0	2.2	2.3	1.5
11) CASINO	C.C.S.C.	B.A.T.	---	---	---	---	1.5
12) ELMO	C.C.S.C.	B.A.T.	0.4	0.5	0.3	0.4	1.2
13) CHARM	C.C.S.C.	B.A.T.	1.3	1.7	1.7	1.6	1.1
14) MUSTANG	R.J.R.	R.J.R.	0.2	0.5	0.8	0.8	1.1
15) LS	R.J.R.	R.J.R.	1.2	1.3	1.1	1.2	1.1
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			93.3	95.3	96.3	96.5	95.7
FILTER MENTHOL			0.1	0.2	0.2	0.2	0.1
NON-FILTER			6.6	4.5	3.5	3.3	4.2
PRICE SEGMENTATION %							
PREMIUM	(0.71 TO 0.85)		6.6	7.3	7.8	8.5	6.7
HIGH	(0.53 TO 0.63)		62.6	61.5	62.2	60.5	59.5
MEDIUM	(0.43 TO 0.49)		25.1	27.2	26.4	27.1	27.6
LOW	(0.27 TO 0.39)		5.7	4.1	3.6	4.0	6.2

US$ 1.00 = Cr$ 396,03

2500085085

(BRAZIL)	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION %					
ULTRA LOW (0 - 6 mg.)				0.1	0.3
LOW (6 - 10 mg.)	0.8	1.5	3.1	4.3	4.9
MEDIUM (10 - 15 mg.)	---	1.2	6.0	8.4	7.8
HIGH/FULL FLAVOR (15 mg and over)	99.2	97.3	90.9	87.2	87.0
TOBACCO TYPE SEGMENTATION %					
BLOND	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %					
70 MM AND SHORTER	4.9	3.1	2.3	1.9	1.6
80 mm to 85 MM	88.9	90.3	91.1	91.0	90.8
95 MM TO 99 MM	0.1	---	---	---	---
100 MM	6.0	6.5	6.1	6.5	7.0
OVER 100 MM	0.1	0.1	0.1	---	---
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %					
SOFT PACK	92.3	93.3	93.8	92.9	94.4
FLIP TOP BOX	7.6	6.6	6.1	7.0	5.5
PRINCESS PACK	0.1	0.1	0.1	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	3	3	3
I) SAMPLING	1	1	1	1	1

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(BRAZIL)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	N.A.	N.A.	N.A.	N.A.	94.2
PIPE TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	332.4
ROLL YOUR OWN (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	15.870.1

2500085087

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHILE

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION					
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	9.4	9.7	10.0	10.4	9.7
IMPORTED FROM 1) Philip Morris	Approximately 1.0% Imported per year.				
2) B.A.T.	"	"	"	"	
POPULATION TOTAL (MILLIONS)	10.9	11.1	11.2	11.3	11.5
PER CAPITA CONSUMPTION	876	962	990	900	855
POPULATION OVER 15 YR OF AGE (MILLIONS)	----	----	75%	----	----
SMOKER INCIDENCE					
% OF TOTAL POPULATION	----	----	----	59%	----
% OF FEMALE POPULATION	----	----	----	32%	----
% OF MALE POPULATION	----	----	----	27%	----
COMPANY SHARES					
1) PHILIP MORRIS (TABINSA/I.T.M.)	----	----	2.1%	6.2%	5.5%(to Aug.)
2) B.A.T. (C.C.T.)	99%	98%	97.9%	93.8%	94.5 - 99%

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1) MARLBORO	P.M.	TABINSA/I.T.M.	----	1.7%	2.1%	2.3%	----
2) CHESTERFIELD	P.M.	TABINSA/I.T.M.	----	.5%	.4%	.3%	----
3) EVE	P.M.	TABINSA/I.T.M.	----	.4%	.4%	.4%	----
4) MARK TEN	P.M.	TABINSA/I.T.M.	----	----	----	----	.7%
5) MONTEREY	P.M.	TABINSA/I.T.M.	----	----	----	1.0%	----
6) BOND	P.M.	TABINSA/I.T.M.	----	2.0%	3.2%	1.7%	----
7) HILTON	B.A.T.	C.C.T.	----	----	10.6%	9.1%	----
8) KENT	B.A.T.	C.C.T.	----	5.4%	5.9%	5.0%	----
9) DERBY	B.A.T.	C.C.T.	----	12.0%	11.8%	10.8%	----
10) VICEROY	B.A.T.	C.C.T.	----	10.0%	15.4%	16.5%	----
11) BELMONT	B.A.T.	C.C.T.	----	13.0%	12.0%	12.1%	----

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(CHILE)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	91.4%	92.6%	94.0%	96.0%	96.7%
FILTER MENTHOL				1.0%	1.3%
NON-FILTER	8.6%	7.7%	6.0%	3.0%	2.0%
PRICE SEGMENTATION %					
PREMIUM (IMPORTED CIGS.)					
HIGH	N.A.	$.70- 2.1%	$.80- 2.0%	$.95- 1.3%	N.A.
MEDIUM	N.A.	$.57-24.0%	$.70-26.0%	$.85-28.6%	N.A.
LOW	N.A.	$.38-34.0%	$.50-27.0%	$.75-30.5%	N.A.
ECONOMY	N.A.	$.25-40.0%	$.40-42.0%	$.55-39.7%	N.A.
TOBACCO TYPE SEGMENTATION %					
BLOND: VIRGINIA	----	----	98%	97%	----
PACK TYPE SEGMENTATION %					
SOFT PACK	----	----	97%	96.4%	----
FLIP TOP BOX	----	----	----	3.6%	----
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	3	3	3
B) RADIO	1	1	1	3	3
C) NEWSPAPERS	1	1	1	3	3
D) MAGAZINES	1	1	1	3	3
G) BILLBOARDS	1	1	1	3	3
H) CINEMA	1	1	1	3	3
I) SAMPLING	1	1	1	3	3

2500085089

(CHILE)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	N.A.	N.A.	N.A.	YES	YES
B) CARTONS	N.A.	N.A.	N.A.	YES	YES
C) ADVERTISING	N.A.	N.A.	N.A.	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	N.A.	N.A.	N.A.	NO	NO
B) CARTONS	N.A.	N.A.	N.A.	NO	NO
C) ADVERTISING	N.A.	N.A.	N.A.	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	N.A.	N.A.	N.A.	NO	NO
B) CARTONS	N.A.	N.A.	N.A.	NO	NO
C) ADVERTISING	N.A.	N.A.	N.A.	NO	NO

2500085090

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COLOMBIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	---	20,880	21,284	21,015	19,645
OF WHICH LOCAL MANUFACTURE:	---	19,440	19,380	19,785	18,495
IMPORTED FROM: 1) U.S.A.	---	1,440	1,884	1,076	856
2) ECUADOR	---	---	20	154	294
POPULATION TOTAL (MILLIONS)	---	26.5	27.3	28.1	28.9
PER CAPITA CONSUMPTION	---	788	780	748	680
POPULATION OVER 15 YR OF AGE (MILLIONS)	---	13.3	14.2	15.2	16.3
PER CAPITA OVER 15 YRS	---	0.63	0.67	0.72	0.56
COMPANY SHARES					
1)CIA. COLOMBIANA DE TOBACO (COL)	---	77.1	72.5	72.4	69.0
2)PROTABACO S.A. (PRO)	---	10.9	14.4	18.0	21.6
3)LA NACIONAL DE CIGARRILLOS(NAL)	---	5.1	4.1	3.8	3.8
4)PHILIP MORRIS (PM)	---	0.7	5.0	4.4	4.0
5)OTHER IMPORTS	---	6.2	4.0	1.4	1.6

2500085091

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(COLOMBIA)			1978	1979	1980	1981	1982
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) PIELROJA REG	COL	COL	---	42.1	40.0	38.1	31.7
2) IMPERIAL F	COL	COL	---	18.4	17.2	18.7	16.4
3) HIDALGOS F	COL	COL	---	8.1	5.6	6.0	4.3
4) KENT	B AND W	B.A.T.	---	3.4	2.4	0.9	0.9
5) NACIONAL F&NF	NAL	NAL	---	3.6	2.5	2.7	3.9
6) ROYAL	COL	COL	---	1.9	3.8	2.9	2.3
7) MARLBORO	PM	PM	---	0.7	4.5	3.6	2.7
8) MUSTANG F	PRO	PRO	---	0.1	0.2	1.5	4.3
9) MONTECARLO F	PRO	PRO	---	---	---	---	0.4
10) COMMANDER F	PM	PM	---	---	---	0.7	1.5
11) PRESIDENT F	PRO	PRO	---	10.3	13.8	16.2	25.3
12) PIELROJA FIL	COL	COL	---	5.2	3.9	4.3	3.9
13) OTHER LOCAL			---	3.3	4.0	3.8	1.7
14) OTHER IMPORTS			---	2.9	2.1	0.6	0.7
MARKET SEGMENTATION%							
FILTER (NON-MENTHOL)			---	55.9	59.1	60.4	61.7
FILTER MENTHOL			---	---	---	---	---
NON-FILTER			---	44.1	40.9	39.6	38.3
PRICE SEGMENTATION							
PREMIUM (USO 0.76 AND UP)			---	6.9	8.9	5.1	4.3
HIGH (USO 0.53 TO 0.69)			---	1.9	3.9	4.2	4.2
MEDIUM (USO 0.39 TO 0.49)			---	18.5	17.5	20.4	22.6
LOW (USO 0.33 TO 0.37)			---	28.6	27.9	30.7	36.2
ECONOMY (USO 0.25 TO 0.30)			---	44.1	41.8	39.6	32.7
TAR & NICOTINE SEGMENTATION%							
LOW (BELOW 15MG)			---	0.00	0.00	0.6	0.5
HIGH/FULL FLAVOR (ABOVE 15MG)			---	99.9	99.9	99.4	99.5

2500085092

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(COLOMBIA)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: (LOCAL)	---	20.6	21.4	23.8	21.1
IMPORTED	---	6.9	8.9	5.9	5.9
MIXED	---	11.5	15.9	17.7	32.1
BLACK	---	61.0	53.8	52.6	40.9
LENGTH SEGMENTATION %					
70 MM AND SHORTER	---	44.1	41.0	39.8	32.7
80 MM TO 85 MM	---	55.9	59.0	60.2	67.3
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	---	0.1	0.3	0.3	0.5
16 TO 19 CIGTS/PACK	---	44.1	40.9	39.6	38.3
20 CIGTS/PACK	---	55.8	55.8	60.1	61.2
PACK TYPE SEGMENTATION %					
SOFT PACK	---	91.5	90.3	91.7	91.8
FLIP TOP BOX	---	8.5	9.7	8.3	8.2

2500085093

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(COLOMBIA)	1978	1979	1980	1981	1982
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085094

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COSTA RICA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.4	2.4	2.4	2.1	2.2
POPULATION TOTAL (MILLIONS)	2.1	2.2	2.2	2.9	2.3
PER CAPITA CONSUMPTION	1126	1099	1074	918	939
POPULATION OVER 15 YR OF AGE (MILLIONS)	1.3	1.4	1.4	1.5	1.5
PER CAPITA OVER 15 YRS	1794	1767	1699	1442	1469
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	28.3	17.9	25.3	25.0
% OF FEMALE POPULATION	---	17.8	34.6	25.5	16.7
% OF MALE POPULATION	---	82.2	65.4	74.5	83.3
COMPANY SHARES					
1) TABACALERA COSTARRICENSE, S.A.	27.6	27.1	26.4	28.4	26.4
2) REPUBLIC TOBACCO CO.	72.4	72.9	73.6	71.6	73.6

2500085095

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(COSTA RICA)

BRAND FAMILY SHARES % BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1978	1979	1980	1981	1982
1) DELTA		R.T. CO.	48.3	50.0	47.4	43.2	43.8
2) TICOS FILTRO		R.T. CO.	---	---	5.7	11.0	12.2
3) DERBY		R.T. CO.	9.1	10.4	9.3	11.0	12.0
4) CAPRI		R.T. CO.	9.8	9.4	8.7	7.0	5.8
5) REX		R.T. CO.	4.8	4.9	3.9	3.5	3.6
6) ROYAL		R.T. CO.	---	---	1.4	3.7	2.9
7) MONTEREY		R.T. CO.	---	1.8	4.0	3.3	2.6
8) TICOS		R.T. CO.	3.6	3.4	2.8	2.2	1.9
9) MARLBORO		T.C.S.A.	0.6	1.0	0.9	1.0	1.6
10) FORTUNA		T.C.S.A.	4.4	3.8	3.5	2.3	1.6
11) SAVOY		T.C.S.A.	4.2	3.6	2.7	1.9	1.5
12) RECORD		R.T. CO.	3.4	3.0	2.7	1.9	1.5
13) BELMONT		R.T. CO.	0.3	0.2	0.5	1.2	1.4
14) WINDSOR		R.T. CO.	---	---	---	---	1.3
15) LEON		T.C.S.A.	3.4	2.6	2.2	1.7	1.2
OTHERS			8.1	5.9	4.3	5.1	5.1
MARKET SEGMENTATION%							
FILTER (NON-MENTHOL)			91.0	92.2	93.4	94.8	95.8
FILTER MENTHOL			1.4	1.3	1.2	1.1	1.0
NON-FILTER			7.6	6.5	5.4	4.1	3.2
PRICE SEGMENTATION %							
HIGH			9.3	9.4	7.7	7.1	7.7
MEDIUM			22.2	21.7	19.1	18.9	19.9
MIDDLE			61.0	62.5	68.0	69.9	69.2
LOW			7.5	6.4	5.2	4.1	3.2

2500085096

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(COSTA RICA)

	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	---	---	---	---	---
VIRGINIA	3.9	3.8	3.1	2.9	3.7
MIXED	---	---	---	---	---
BLACK	---	---	---	---	---
ORIENTAL	---	---	---	---	---
OTHER(PLS SPECIFY)	96.1	96.2	96.9	97.1	96.3
LENGTH SEGMENTATION %					
70 MM AND SHORTER	7.6	6.5	5.4	4.1	3.2
71 MM TO 79 MM	---	---	---	---	---
80 MM TO 85 MM	92.3	93.3	94.3	95.9	96.8
86 MM TO 94 MM	---	---	---	---	---
95 MM TO 99 MM	---	---	---	---	---
100 MM	0.1	0.2	0.3	---	---
OVER 100 MM	---	---	---	---	---
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %					
SOFT PACK	88.3	84.3	83.7	83.0	79.7
FLIP TOP BOX	11.7	15.7	16.3	17.0	20.3

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	---	---	3	3	3
B) RADIO	---	---	3	3	3
C) NEWSPAPERS	---	---	3	3	3
D) MAGAZINES	---	---	---	---	---
E) COUPONS	---	---	---	---	---
F) POINT OF SALE	---	---	---	---	---
G) BILLBOARDS	---	---	---	---	---
H) CINEMA	---	---	3	3	---
I) SAMPLING	---	---	---	---	---

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(COSTA RICA)		1978	1979	1980	1981	1981
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

2500085098

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DOMINICAN REPUBLIC

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,217.7	3,261.3	3,388.0	3,431.5	3,463.7
POPULATION TOTAL (MILLIONS)	5.1	5.3	5.4	5.6	5.7
PER CAPITA CONSUMPTION	631	615	627	613	608
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.7	2.8	2.8	2.9	2.9
PER CAPITA OVER 15 YRS	1,192	1,165	1,210	1,183	1,194
SMOKER INCIDENCE					
% OF TOTAL POPULATION	21.6	20.8	21.1	21.0	21.3
% OF FEMALE POPULATION	21.3	20.3	20.6	20.4	20.6
% OF MALE POPULATION	21.9	21.3	21.6	21.16	22.0
COMPANY SHARES					
1) COMPANIA ANONIMA TABACALERA	69.8	62.5	55.6	50.5	48.1
2) E. LEON JIMENES, C. POR A. (P.M.)	30.2	37.5	44.4	49.5	51.9

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1) MONTECARLO	C.A.T.	C.A.T.	38.5	36.8	29.6	29.2	29.6
2) MARLBORO	P.M.	E.L.J.	15.1	18.7	22.1	26.0	31.5
3) CREMAS	C.A.T.	C.A.T.	16.1	12.9	12.2	10.7	10.0
4) CASINO	C.A.T.	C.A.T.	13.9	11.8	10.0	8.5	6.8
5) NACIONAL	E.L.J.	E.L.J.	7.1	9.8	12.9	14.6	14.8

2500085099

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(DOMINICAN REPUBLIC)			1978	1979	1980	1981	1982
MARKET SEGMENTATION			%	%	%	%	%
FILTER (NON-MENTHOL)			81.5	83.9	84.2	86.1	86.5
FILTER MENTHOL			2.0	2.1	2.2	2.4	2.5
NON-FILTER			16.5	14.0	13.6	11.5	11.0
PRICE SEGMENTATION							
HIGH	US$0.90	12/82	55.0	57.4	54.8	56.8	62.7
MEDIUM	0.70	12/82	8.5	11.1	15.5	17.8	14.8
LOW	0.40	12/82	36.5	31.5	29.7	25.4	22.5
TAR & NICOTINE SEGMENTATION							
LOW						0.5	2.5
HIGH/FULL FLAVOR			100.0	100.0	100.0	99.5	97.5
TOBACCO TYPE SEGMENTATION							
BLOND (AMERICAN)			63.5	68.5	70.3	74.6	77.5
BLACK			36.5	31.5	29.7	25.4	22.5
LENGTH SEGMENTATION							
70 MM AND SHORTER			0.8	0.5	0.3	0.3	0.2
80 MM TO 85 MM			99.2	99.5	99.7	99.7	99.8
PACK COUNT SEGMENTATION							
UP TO 10 CIGTS/PACK			62.8	65.6	68.8	70.4	72.4
20 CIGTS/PACK			37.2	34.4	31.2	29.6	27.1
PACK TYPE SEGMENTATION							
SOFT PACK			93.0	92.0	91.3	89.2	88.5
FLIP TOP BOX			7.0	8.0	8.7	10.8	11.5

2500085100

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(DOMINICAN REPUBLIC)	1978	1979	1980	1981	1982
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085101

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ECUADOR

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3889.3	4017.1	3739.6	4032.2	4599.5
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%
POPULATION TOTAL (MILLIONS)	7.81	8.08	8.35	8.64	8,90
PER CAPITA CONSUMPTION	498	497	447	466	517
POPULATION OVER 15 YR OF AGE (MILLIONS)	4.24	4.39	4.54	4.69	4.83
PER CAPITA OVER 15 YRS	917	915	824	860	952
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	---	31.6	---	---
% OF FEMALE POPULATION	---	---	21.9	---	---
% OF MALE POPULATION	---	---	48.6	---	---
COMPANY SHARES					
1) PROESA	74.6%	76.4	77.1	78.5	77.6
2) EL PROGRESO	25.4%	23.6	22.9	21.5	22.4

*DATA: CENTRAL BANK
**MARKET PROFILE RESEARCH - PRONOS: Oct. 1980

2500085102

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(ECUADOR)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) LARK	FTR	TANASA	45.8	52.6	54.0	55.8	52.9
2) MARLBORO	PM	TANASA	23.0	19.8	16.5	15.6	18.2
3) FULL SPEED	EL PROG.	EL PROGRESO	12.8	11.0	13.1	12.7	12.2
4) KING	EL PROG.	EL PROGRESO	5.2	3.8	4.0	4.5	3.4
5) DORAL	EL PROG.	EL PROGRESO					3.3
6) BARONET	TAN	TANASA	1.4	1.4	1.7	2.2	2.6
7) SALEM	RJR	EL PROGRESO	4.5	3.1	2.3	2.4	2.0
8) CHESTERFIELD	FTR	TANASA	2.6	2.6	2.2	2.0	1.8
9) MONTEREY	TAN	TABEA		0.6	1.8	1.8	1.2
10) FORTUNA	TAN	TANASA	0.6	0.9	0.9	1.0	0.8
11) CAMEL	RJR	EL PROGRESO	1.6	1.1	1.0	0.9	0.6
12) WINSTON	RJR	EL PROGRESO	1.3	1.2	1.1	0.3	0.5
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)	REGULAR		28.7	25.7	25.4	23.2	25.1
FILTER MENTHOL			6.1	4.9	3.6	3.6	2.9
NON-FILTER			18.3	16.9	17.8	16.9	15.6
FILTER CHARCOAL			46.9	52.5	53.2	56.3	56.4
PRICE SEGMENTATION %	OFFICIAL RATE	FREE RATE					
PREMIUM	0.75	0.36	79.1	79.9	77.5	77.6	76.2
HIGH	0.60	0.29	1.0	1.8	2.9	3.0	5.6
MEDIUM	0.48	0.23	3.9	3.9	3.9	4.5	4.4
LOW	0.42	0.20	3.1	2.6	2.4	2.2	1.6
ECONOMY	0.27	0.13	12.9	11.8	13.3	12.7	12.2
OFFICIAL RATE	33,30						
FREE RATE	70,00						
TAR & NICOTINE SEGMENTATION %							
MEDIUM "	"						6.2
HIGH/FULL FLAVOR	"		100.0	100.0	100.0	100.0	93.8
TOBACCO TYPE SEGMENTATION %							
BLOND: AMERICAN			87.1	88.2	86.7	87.3	87.8
BLACK			12.9	11.8	13.3	12.7	12.2

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(ECUADOR)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	18.3	16.9	17.8	16.9	15.6
80 MM to 85 MM	81.7	83.1	82.2	83.1	84.4
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %					
SOFT PACK	22.1	20.9	21.9	21.5	20.0
FLIP TOP BOX	77.9	79.1	78.1	78.5	80.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	3	3	3	3	3
I) SAMPLING	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EL SALVADOR

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2509.3	2569.2	2468.2	2320.0	2271.8
OF WHICH LOCAL MANUFACTURE:	455.1	417.1	352.3	333.9	356.2
IMPORTED FROM: 1) TACASA	---	---	---	---	---
POPULATION TOTAL (MILLIONS)	4.6	4.7	4.8	4.9	5.0
PER CAPITA CONSUMPTION	545	547	514	473	454
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.3	2.4	2.4	2.5	2.5
PER CAPITA OVER 15 YRS	1091	1070	1028	929	908
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	---	---	---	---
% OF FEMALE POPULATION	---	18	18	17	25
% OF MALE POPULATION	---	82	82	83	75
COMPANY SHARES					
1) TABACALERA DE EL SALVADOR, S.A. DE C.V.	18.1	16.3	14.3	14.4	15.7
2) CIGARRERIA MORAZAN, S.A. DE C.V.	81.9	83.7	85.7	85.6	84.3

2500085105

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(EL SALVADOR)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) DELTA	B.A.T	MORAZAN	46.3	50.4	59.9	62.3	57.8
2) CASINO	B.A.T.	MORAZAN	13.3	14.1	9.8	7.0	13.3
3) DIPLOMAT 100'S	P.M.I.	TASASA	0.9	1.7	2.9	5.0	5.2
4) BARONET	P.M.I.	TASASA	6.0	5.3	3.2	2.6	4.1
5) WINDSOR	B.A.T.	MORAZAN	2.1	2.4	3.3.	3.7	3.5
6) REX	B.A.T.	MORAZAN	3.7	4.2	3.8	3.5	3.3
7) CARIBE	P.M.I.	TASASA	9.2	7.8	5.7	4.2	2.8
8) MARLBORO	P.M.I.	TASASA	0.5	0.9	1.3	2.0	2.2
9) FIESTA	B.A.T.	MORAZAN	11.3	8.5	5.6	2.9	1.6
10) BILTMOR 100'S	B.A.T.	MORAZAN	0.2	0.2	0.5	2.1	1.4
11) DORADOS	B.A.T.	MORAZAN	---	---	---	0.7	1.4
12) L&M	P.M.I.	TASASA	---	---	---	---	1.1
13) POLAR	B.A.T	MORAZAN	0.5	0.4	0.4	0.7	0.9
14) VICEROY	B.A.T.	MORAZAN	0.4	0.6	0.6	0.7	0.8
15) EMBAJADORES	B.A.T.	MORAZAN	0.4	0.4	0.4	0.3	0.2
OTHERS			5.2	3.1	2.6	2.3	0.4
MARKET SEGMENTATION%							
FILTER (NON-MENTHOL)			97.2	97.8	98.1	98.2	98.3
FILTER MENTHOL			2.4	1.8	1.6	1.5	1.5
NON-FILTER			0.4	0.4	0.3	0.3	0.2
TAR & NICOTINE SEGMENTATION%							
HIGH/FULL FLAVOR			100	100	100	100	100
TOBACCO TYPE SEGMENTATION %							
BLOND: AMERICAN			100	100	100	100	100

2500085106

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(EL SALVADOR)

	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	24	18	12	7	5
71 MM TO 79 MM	---	---	---	---	---
80 MM TO 85 MM	75	80	84	86	88
86 MM TO 94 MM	---	---	---	---	---
95 MM TO 99 MM	---	---	---	---	---
100 MM	1	2	4	7	7
OVER 100 MM	---	---	---	---	---
PACK COUNT SEGMENTATION %					
20 CIGS/PACK	100	100	100	100	100
PACK TYPE SEGMENTATION %					
SOFT PACK	95.5	97.5	98.4	98.4	98.3
FLIP TOP BOX	0.5	2.5	1.6	1.6	1.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

2500085107

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(EL SALVADOR)

	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085108

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GUATEMALA

			1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)			2.6	2.5	2.6	2.3	2.2
POPULATION TOTAL (MILLIONS)			6.4	6.6	6.8	7.0	7.2
POPULATION OVER 15 YR OF AGE (MILLIONS)			1.2	1.2	1.3	1.3	1.3
COMPANY SHARES							
1) TACASA (PMI)			47.8	46.1	44.4	44.2	43.7
2) TNSA (BAT)			52.2	53.9	55.6	55.8	56.3
BRAND FAMILY SHARES %							
	BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1)	RUBIOS	PMI	TACASA	38.6	38.6	38.9	37.7	37.6
2)	CASINO	BAT	TNSA	18.9	19.3	19.5	18.7	18.6
3)	BELMONT	BAT	TNSA	14.2	15.0	16.1	17.6	15.9
4)	RECORD	BAT	TNSA	4.3	4.9	6.1	7.4	7.0
5)	PLAZA	BAT	TNSA	7.4	7.1	6.7	5.5	3.8
6)	VICTOR			---	---	---	---	4.8
6)	MARLBORO	PMI	TACASA	0.8	1.2	1.2	1.7	2.1
7)	ALAS	BAT	TNSA	3.0	2.8	2.3	1.7	1.4
8)	VICEROY	BAT	TNSA	1.4	1.5	1.3	1.2	1.1
9)	CARIBE	PMI	TACASA	2.3	1.8	1.4	1.1	0.8
10)	OTHERS			9.1	7.8	6.5	7.4	6.9
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)				94.7	94.7	94.5	94.4	94.0
FILTER MENTHOL				2.9	2.6	2.5	2.7	3.1
NON-FILTER				2.4	2.7	3.0	2.9	2.9

2500085109

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(GUATEMALA)	1978	1979	1980	1981	1982
PRICE SEGMENTATION %					
PREMIUM (PRICE PER 20'S PACK	0.60	0.65	0.65	0.70	0.75
MEDIUM IN U.S. DOLLARS)	0.40	0.45	0.45	0.50	0.55
LOW	0.30	0.35	0.35	0.40	0.45
ECONOMY	0.25	0.30	0.30	0.35	0.40
TAR & NICOTINE SEGMENTATION %					
LOW	0.6	1.4	1.7	2.9	2.5
HIGH/FULL FLAVOR	99.4	98.6	98.3	97.1	97.5
TOBACCO TYPE SEGMENTATION %					
BLACK	2.2	2.6	2.8	2.8	2.8
LENGTH SEGMENTATION %					
70 MM AND SHORTER	37.7	38.5	39.2	33.1	30.2
80 mm to 85 MM	1.2	1.9	2.4	2.4	2.3
95 MM TO 99 MM	60.8	59.3	58.2	64.2	66.7
OVER 100 MM	0.3	0.3	0.2	0.3	0.8
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %					
SOFT PACK	98.7	98.0	97.5	97.6	97.7
FLIP TOP BOX	1.3	2.0	2.5	2.4	2.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

2500085110
Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(GUATEMALA)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MEXICO

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	48.4	51.1	52.7	52.5	52.5
OF WHICH LOCAL MANUFACTURE:	100.0	100.0	100.0	100.0	100.0
POPULATION TOTAL (MILLIONS)	----	----	----	71.2	73.0
PER CAPITA CONSUMPTION	----	----	----	739.3	719.2
POPULATION OVER 15 YR OF AGE (MILLIONS)	----	----	----	40.7	40.9
PER CAPITA OVER 15 YRS	----	----	----	1290	1284
SMOKER INCIDENCE					
% OF TOTAL POPULATION	----	----	----	30	30
% OF FEMALE POPULATION	----	----	----	9	9
% OF MALE POPULATION	----	----	----	21	21
COMPANY SHARES					
1) MODERNA	70.5	71.5	72.0	71.9	70.6
2) CIGATAM	29.5	28.5	28.0	28.1	29.4

2500085112

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(MEXICO)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) RALEIGH	B.A.T.	MODERNA	22.2	24.4	24.8	26.8	27.9
2) FIESTA	B.A.T.	MODERNA	22.5	24.9	26.2	25.8	24.8
3) MARLBORO	PM	CIGATAM	2.7	4.0	5.1	7.5	9.2
4) BARONET	CIGATAM	CIGATAM	9.9	9.2	8.3	8.3	7.7
5) DELICADOS	CIGATAM	CIGATAM	7.3	6.5	5.8	6.2	6.3
6) DEL PRADO	B.A.T.	MODERNA	6.7	5.9	5.4	4.7	4.2
7) ALAS AZUL	MODERNA	MODERNA	8.3	7.1	4.7	4.3	4.1
8) VICEROY	B.A.T.	MODERNA	1.7	2.1	2.4	3.8	3.5
9) FAROS	CIGATAM	CIGATAM	4.2	3.7	3.2	3.0	3.1
10) ALAS EXTRA	MODERNA	MODERNA	---	---	1.7	1.6	1.5
11) ARGENTINOS	MODERNA	MODERNA	2.3	1.9	1.6	1.4	1.2
12) KENT	B.A.T.	MODERNA	0.8	0.9	1.0	1.0	1.0
13) SPORT SUAVES	B.A.T	MODERNA	1.4	1.2	1.2	1.0	0.9
14) COMMANDER	PM	CIGATAM	1.1	1.0	1.0	0.9	0.9
15) WINSTON	R.J.R.	CIGATAM	1.0	1.0	0.7	0.6	0.6
16) OTHERS			7.9	6.2	6.9	3.1	3.1
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			74.0	77.3	79.7	81.3	81.9
FILTER MENTHOL			2.6	2.4	2.2	2.0	1.9
NON-FILTER			23.4	20.3	18.1	16.7	16.2
PRICE SEGMENTATION							
HIGH		0.20¢ a 0.37¢	31.8	35.4	48.5	42.0	44.8
MEDIUM		0.13¢ a 0.16¢	45.0	44.5	43.6	41.5	39.0
LOW		0.05¢ a 0.07¢	23.2	20.1	17.9	16.5	16.2

1982 PRICE

HIGH	0.20¢ a 0.37¢
MEDIUM	0.13¢ a 0.16¢
LOW	0.05¢ a 0.07¢

2500085113

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(MEXICO)	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION %					
LOW (9.0 - 12mg. tar)	1.7	2.2	3.2	4.1	3.6
MEDIUM (13.0 - 15mg. tar)	67.8	71.3	73.2	74.4	75.9
HIGH/FULL FLAVOR (15.0 - 20mg. tar)	30.5	26.5	23.6	21.5	20.5
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	29.7	33.7	37.0	40.7	43.6
MIXED	40.3	40.2	39.7	38.1	36.0
BLACK	30.0	26.1	23.3	21.2	20.4
LENGTH SEGMENTATION %					
70 MM AND SHORTER	33.8	33.2	33.1	34.1	34.6
71 MM TO 79 MM	13.6	12.0	10.7	10.1	10.2
80 MM to 85 MM	52.2	54.4	55.8	55.5	54.7
100MM	0.4	0.4	0.4	0.3	0.5
PACK COUNT SEGMENTATION %					
11 TO 15 CIGTS/PACK	4.2	3.7	3.2	3.0	3.1
16 TO 19 CIGTS/PACK	9.4	8.4	7.5	7.1	7.1
20 CIGTS/PACK	86.4	87.9	89.3	89.9	89.8
PACK TYPE SEGMENTATION %					
SOFT PACK	4.7	5.6	6.4	7.7	9.5
FLIP TOP BOX	95.3	94.4	93.6	92.3	90.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

2500085114

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(MEXICO)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO

2500085115

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PANAMA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,053.5	1,049.1	1,070.8	1,038.6	992.8
POPULATION TOTAL (MILLIONS)	1,823.0	1,879.0	1,830.0	1,876.0	1,923.0
PER CAPITA CONSUMPTION	578	558	585	554	516
POPULATION OVER 15 YR OF AGE (MILLIONS)	979.0	1,009.0	1,036.0	1,060.0	N.A.
PER CAPITA OVER 15 YRS	1,076	1,040	1,034	980	N.A.
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	22.7	---	24.9	---
% OF FEMALE POPULATION	---	7.6	---	9.1	---
% OF MALE POPULATION	---	37.5	---	39.0	---
COMPANY SHARES					
1) TABACAL (P.M.I.)	47.0	44.7	41.8	39.1	37.8
2) TISA (B.A.T.)	53.0	55.3	58.2	60.9	62.2

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1) VICEROY	(BAT)	(TISA)	25.5	26.4	26.5	28.8	30.8
2) MARLBORO	(PMI)	(TABACAL)	17.8	16.8	17.5	17.8	18.4
3) KOOL	(BAT)	(TISA)	3.2	5.8	9.0	12.1	13.5
4) MENTOLADOS	(TABACAL)	(TABACAL)	22.2	20.7	15.9	11.8	10.6
5) BELMONT	(BAT)	(TISA)	15.2	13.7	11.3	9.6	8.4
6) IMPERIAL	(BAT)	(TISA)	5.9	6.1	6.6	6.0	5.2
7) RECORD	(BAT)	(TISA)	2.6	2.4	3.3	3.9	4.1
8) MONTEREY	(TABACAL)	(TABACAL)				3.3	3.8
9) NACIONAL	(TABACAL)	(TABACAL)	4.4	4.5	3.4	2.6	2.1
10) PARLIAMENT	(PMI)	(TABACAL)	1.8	1.7	1.5	1.4	1.2
11) MERIT	(PMI)	(TABACAL)	0.5	0.5	0.6	0.8	1.0
12) OTHERS			0.9	1.4	4.4	1.9	0.9

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(PANAMA)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	68.4	66.6	68.2	68.4	69.6
FILTER MENTHOL	31.6	33.4	31.8	31.6	30.4
PRICE SEGMENTATION %					
PREMIUM (Price per 20's Pack in US$)	0.3	0.3	0.3	0.3	0.3
HIGH	49.1	51.4	55.7	61.3	65.3
MEDIUM	42.2	39.7	34.2	25.3	21.4
LOW	8.4	8.6	9.8	13.1	13.0
TAR & NICOTINE SEGMENTATION %					
LOW (8.0-11.5)	0.8	1.1	0.9	1.1	1.6
HIGH/FULL FLAVOR (15.0-17.0)	99.2	98.9	99.1	98.9	98.4
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %					
80 mm to 85 MM	99.7	99.7	99.7	99.6	99.6
100 MM	0.3	0.3	0.3	0.4	0.4
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	12.5	30.9	36.6	40.2	43.6
20 CIGTS/PACK	87.5	69.1	63.4	59.8	56.4
PACK TYPE SEGMENTATION					
SOFT PACK	83.9	84.4	84.0	85.0	86.1
FLIP TOP BOX	16.1	15.6	16.0	15.0	13.9

2500085117

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(PANAMA)

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085118

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PUERTO RICO

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,300.0	3,200.0	3,050.0	2,900.0	2,800.0
LOCAL MANUFACTURE	2,622.3	2,529.0	2,429.0	2,300.0	2,220.0
IMPORTED FROM USA	677.7	671.0	621.0	600.0	530.0
POPULATION TOTAL (MILLIONS)	3.2	3.2	3.2	3.2	3.2
PER CAPITA CONSUMPTION	1031	1000	953	906	875
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.2	2.2	2.2	2.2	2.2
PER CAPITA OVER 15 YRS	1500	1454	1386	1318	1272
SMOKER INCIDENCE					
% OF TOTAL POPULATION	22.1%	22.1%	22.1%	22.1%	22.1%
% OF FEMALE POPULATION	12.0%	12.0%	12.0%	12.0%	12.0%
% OF MALE POPULATION	31.0%	31.0%	31.0%	31.0%	31.0%
COMPANY SHARES					
1) RJR	79.4	79.0	79.6	79.3	79.2
2) P.M.	11.4	12.1	13.7	14.6	15.1
3) AMERICAN TOBACCO	4.6	4.5	3.4	3.1	2.9
4) BROWN & WILLIAMSON	2.3	2.2	1.7	1.5	1.4
5) P. LORILLARD	2.3	2.2	1.6	1.5	1.4

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
* 1) WINSTON	RJR	RJR	65.5%	65.3%	65.0%	64.7%	64.5%
* 2) SALEM	RJR	RJR	12.5%	12.5%	12.5%	12.5%	12.5%
3) MARLBORO	P.M.	P.M.	6.3%	5.4%	5.4%	5.9%	6.2%
4) MERIT	P.M.	P.M.	2.2%	3.7%	5.2%	6.0%	6.3%

(*) Estimated

2500085119

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(PUERTO RICO)

	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	83%	83%	84%	84%	84%
FILTER MENTHOL	14%	14%	14%	14%	14%
NON-FILTER	3%	3%	2%	2%	2%
PRICE SEGMENTATION %					
OVER THE COUNTER $1.25	---	---	---	---	85%
VENDING MACHINES $1.50	---	---	---	---	15%
TAR & NICOTINE SEGMENTATION %					
LOW	4%	6%	8%	10%	10%
FULL FLAVOR	96%	94%	92%	90%	90%
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	100%	100%	100%	100%	100%
LENGTH SEGMENTATION %					
70 MM AND SHORTER	3%	3%	2%	2%	2%
80 mm to 85 MM	95%	95%	96%	96%	96%
100 MM	2%	2%	2%	2%	2%
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	15%	15%	15%	15%	15%
20 CIGTS/PACK	85%	85%	85%	85%	85%
PACK TYPE SEGMENTATION %					
SOFT PACK	23%	23%	23%	23%	23%
FLIP TOP BOX	77%	77%	77%	77%	77%

250008512O

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(PUERTO RICO)	1978	1979	1980	1981	1982
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085121

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: URUGUAY

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)					
OF WHICH LOCAL MANUFACTURE:	3.5	3.8	3.9	4.0	3.9
POPULATION TOTAL (MILLIONS)	2.9	2.9	2.9	2.9	2.9
PER CAPITA CONSUMPTION	1217	1319	1331	1375	1322
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.1	2.1	2.2	2.9	2.2
PER CAPITA OVER 15 YRS	1656	1795	1811	1870	1798
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	---	---	50.0%	43.0%
% OF FEMALE POPULATION	---	---	---	42.0%	41.0%
% OF MALE POPULATION	---	---	---	58.0%	59.0%
COMPANY SHARES					
1) A.H.S.A. - PM	9.4	7.8	6.7	7.8	11.8
2) MAILHOS GROUP	90.6	92.2	93.3	92.2	88.2

2500085122

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(URUGUAY)			1978	1979	1980	1981	1982
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) NEVADA 80		MAILHOS GROUP	27.6	32.1	34.7	37.3	37.4
2) CORONADO 80		MAILHOS GROUP	23.9	26.9	28.0	27.7	24.9
3) LA PAZ E.		MAILHOS GROUP	10.1	8.6	7.0	5.5	5.3
4) GALAXY 80		A.H.S.A.	---	---	---	---	3.7
5) RICHMOND L. 80		MAILHOS GROUP	---	---	2.1	3.3	3.5
6) RICHMOND F. 80		MAILHOS GROUP	5.5	5.0	4.4	4.0	3.4
7) FIESTA L. 80		A.H.S.A.	---	---	---	1.9	2.5
8) RICHMOND L. 100		MAILHOS GROUP	---	---	1.8	2.5	2.3
9) LA PAZ F.		MAILHOS GROUP	2.4	2.2	2.0	1.6	1.8
10) REPUBLICANA F.		MAILHOS GROUP	4.4	3.5	2.5	1.9	1.7
11) MASTER ROJO		A.H.S.A.	4.2	3.5	2.5	1.8	1.5
12) RICHMOND		MAILHOS GROUP	3.5	2.9	2.3	1.6	1.3
13) MARLBORO 80		A.H.S.A.	---	---	---	0.4	1.1
14) GALAXY 100		A.H.S.A.	---	---	---	---	0.7
15) CORONADA U.L. 80		MAILHOS GROUP	---	---	---	---	0.7
16) OTHERS			18.4	15.3	12.7	10.5	8.2
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			78.6	84.8	86.1	89.8	90.0
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1
NON-FILTER			21.3	15.1	13.8	10.1	9.9
PRICE SEGMENTATION							
PREMIUM (PRICE PER 20'S PACK IN US$)							
HIGH (FROM US $0.87 - ABOVE)			2.3	2.0	4.3	6.1	6.3
MEDIUM (FROM US $0.84 TO US $0.86)			65.0	71.2	74.3	77.7	78.6
LOW (FROM US $0.00 TO US $0.83)			32.7	26.8	21.4	16.2	15.1
TAR & NICOTINE SEGMENTATION %		FTC-TAR					
ULTRA LOW		FROM 0 TO 6	---	---	---	---	0.9
LOW		FROM 6 TO 9	---	---	---	---	4.5
MEDIUM		FROM 10 TO 15	---	---	2.4	5.8	7.0
HIGH/FULL FLAVOR		15 - ABOVE	100.0	100.0	97.6	94.2	87.5

2500085123

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(URUGUAY)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	74.1	78.4	83.0	87.0	87.2
BLACK	25.9	21.6	17.0	13.0	12.8
LENGTH SEGMENTATION %					
70 MM AND SHORTER	22.8	18.9	13.8	9.6	7.0
80 MM to 85 MM	75.0	79.1	82.1	85.8	87.9
100MM	2.2	2.0	4.1	4.6	5.1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK				0.2	0.9
16 TO 19 CIGTS/PACK	14.0	11.5	10.2	7.9	7.7
20 CIGTS/PACK	85.3	87.9	89.3	91.6	91.1
21 TO 24 CIGTS/PACK	---	---	---	---	---
25 CIGTS/PACK	0.7	0.6	0.5	0.3	0.3
PACK TYPE SEGMENTATION %					
SOFT PACK	100.0	100.0	100.0	95.9	96.4
FLIP TOP BOX	---	---	---	4.1	3.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

2500085124

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(URUGUAY)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS ROLL YOUR OWN (THOUSAND KILOS)	1,056.1	965.9	795.5	682.5	674.9

2500085125

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: VENEZUELA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	21,640	21,109	21,349	20,640	20,101
OF WHICH LOCAL MANUFACTURE	21,640	21,109	21,349	20,640	20,101
POPULATION TOTAL (MILLIONS)	15.1	15.6	16.0	16.5	17.0
PER CAPITA CONSUMPTION	1,409	1,416	1,308	1,247	1,186
POPULATION OVER 15 YR OF AGE (MILLIONS)	8.6	8.9	9.2	9.6	10.2
PER CAPITA OVER 15 YRS	2,475	2,471	2,270	2,153	1,971
SMOKER INCIDENCE					
% OF TOTAL POPULATION	21.6	20.6	19.6	21.4	22.1
% OF FEMALE POPULATION	44.7	44.4	44.0	42.3	41.4
% OF MALE POPULATION	55.3	55.6	56.0	57.3	58.6
COMPANY SHARES					
1) CATANA (PHILIP MORRIS)	66.1	58.4	50.0	42.6	36.1
2) BIGOTT (B.A.T.)	33.9	41.6	50.0	57.4	63.9

2500085126

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(VENEZUELA)

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1978	1979	1980	1981	1982
1) ASTOR	CATANA	CATANA	62.2	55.1	46.3	39.8	32.6
2) BELMONT	BIGOTT	BIGOTT	31.6	40.2	48.7	56.3	62.4
3) MARLBORO	P.MORRIS	CATANA	.9	.8	.7	.7	.6
4) VICEROY	B.A.T.	BIGOTT	1.9	1.3	.9	.7	.6

MARKET SEGMENTATION %

	1978	1979	1980	1981	1982
FILTER (NON-MENTHOL)	99.6	99.8	99.8	99.9	99.9
FILTER MENTHOL	.1	.1	.1	.1	.1
NON-FILTER	.3	.1	.1	---	---

PRICE SEGMENTATION %	1978 US$ PRICE	1978 SHR	1979 US$ PRICE	1979 SHR	1980 US$ PRICE	1980 SHR	1981 US$ PRICE	1981 SHR	1982 US$ PRICE	1982 SHR
PREMIUM	.49	.4	.87	.3	.93	.3	1.10	.3	1.28	.3
HIGH	.47	2.2	.81	1.9	.87	1.4	1.00	1.2	1.22	1.3
MEDIUM	.35	3.4	.70	62.2	.76	.5	.93	.3	1.10	.5
LOW	.29	60.0	---	-----	.70	47.8	.87	40.8	1.00	31.8
ECONOMY	---	----	---	-----	---	-----	-----	-----	.70	2.2

TAR & NICOTINE SEGMENTATION %

	1978	1979	1980	1981	1982
ULTRA LOW (PLS SPECIFY RANGE)					
LOW (Under 10.0mg/cig;Nicotine:under .70mg/cig)	1.3	1.8	1.0	.5	.4
MEDIUM (Under 10.0mg/cig;Nicotine:under .70mg/cig)	---	---	---	---	---
HIGH/FULL FLAVOR (Over 10.0mg/cig;Nicotine:over .70mg/cig)	98.7	98.2	99.0	99.5	99.6

2500085127

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(VENEZUELA)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	97.0	98.7	97.9	97.7	98.6
71 MM TO 79 MM	----	----	----	----	----
80 MM to 85 MM	2.9	1.2	2.0	2.3	1.3
86 MM TO 94 MM	----	----	----	----	----
95 MM TO 99 MM	----	----	----	----	----
100MM	.1	.1	.1	----	.1
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %					
SOFT PACK	96.6	99.7	99.3	99.5	99.6
FLIP TOP BOX	3.4	.3	.7	.5	.4
SHOULDER PACK	----	----	----	----	----
SLIDE AND SHELL	----	----	----	----	----
PRINCESS PACK	----	----	----	----	----
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	2	2
B) RADIO	1	1	1	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
	1	1	1	1	1

2500085128

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000

(VENEZUELA)		1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	YES	YES	YES	YES	YES
	C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

2500085129

Source: https://www.industrydocuments.ucsf.edu/docs/mzgl0000